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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-40APP (GP-092-00-US)**

Appl. No.: **10/795,807**

Applicants: **Salar Arta KAMANGAR, et al.**

Filed: **March 8, 2004**

Title: **ARBITRATING THE SALE OF AD SPOTS TO INCREASE OFFER
COMPETITION**

TC/A.U.: **3688**

Examiner: **Daniel Lastra**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the final Office Action mailed on June 5, 2009 (Paper No. 20090523), which set a period for response to expire on September 5, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 17 of this paper.